

Mexico — Merida

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Mexico — Merida GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program. The Mexico — Merida GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2005.

A two-stage cluster sample design was used to produce representative data for all of Merida. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 84.0%, the student response rate was 91.6%, and the overall response rate was 88.0%. A total of 2,431 students participated in the Mexico — Merida GYTS.

Prevalence

48.4% of students had ever smoked cigarettes (Male = 52.8%, Female = 44.2%)
 22.9% currently use any tobacco product (Male = 26.3%, Female = 19.9%)
 19.2% currently smoke cigarettes (Male = 21.8%, Female = 16.8%)
 7.2% currently use other tobacco products (Male = 8.2%, Female = 6.3%)
 24.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

20.9% think boys and 33.7% think girls who smoke have more friends
 12.9% think boys and 24.2% think girls who smoke look more attractive

Access and Availability — Current Smokers

8.6% usually smoke at home
 35.1% buy cigarettes in a store
 57.3% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

36.0% live in homes where others smoke in their presence
 50.1% are around others who smoke in places outside their home
 86.9% think smoking should be banned from public places
 73.8% think smoke from others is harmful to them
 36.3% have one or more parents who smoke
 56.8% have most or all friends who smoke

Cessation — Current Smokers

38.7% want to stop smoking
 57.1% tried to stop smoking during the past year
 65.0% have ever received help to stop smoking

Media and Advertising

84.0% saw antismoking media messages, in the past 30 days
 83.9% saw pro-cigarette ads on billboards, in the past 30 days
 76.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 15.5% have an object with a cigarette brand logo
 11.3% were offered free cigarettes by a tobacco company representative

School

63.8% had been taught in class, during the past year, about the dangers of smoking
 37.5% had discussed in class, during the past year, reasons why people their age smoke
 58.3% had been taught in class, during the past year, the effects of tobacco use

Highlights

- One fifth of the students currently use any form of tobacco; 19% One quarter of the students currently smoke cigarettes; 9.4% currently use some other form of tobacco.
- ETS exposure is high — over one third of the students live in homes where others smoke and half of the students are exposed to smoke around others outside of the home; two fifths of the students have a parent who smokes and over half of the students have friends who smoke.
- 7 in 10 students think smoke from others is harmful to them.
- Two thirds of the current smokers want to stop smoking.
- 1 in 10 students was offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over 8 in 10 students saw pro-cigarette ads in the past 30 days.